

SYSTEM FOR TRANSMITTING SYNDICATED PROGRAMS OVER THE
INTERNET

Abstract

A system and method are provided for exposing Internet users to

5 advertisements together with the distribution of media content in a manner which is germane to conventional syndicated broadcast agreements. The system includes a processor coupled to a memory device. The system further includes software means operable on the processor and memory device. The software means is operable on the processor for obtaining a user specific set of data prior to distributing a media

10 package. The software means is operable for selecting a number of advertisements from a data bank containing a plurality of advertisements based on the user specific set of data. The software means is operable for combining the selected number of advertisements with a requested set of media content to form the media package.

The software means is further operable for distributing the media package. In this

15 manner a regional broadcasting station can preserve its investment in purchasing national syndicate broadcast rights by ensuring regional advertisers a penetration of their advertisements across a regional Internet audience. Methods for performing the same are similarly included.

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